REMARKS

Claims 84-101 of the present application have been canceled without prejudice.

New claims 102-126 have been added directed to features not present in the cited art.

This is a continuing application, the original application having issued as Patent

No. 6,748,365. The claims in the original application were directed to the processing of

rebate claims in which the customer submitted a transaction code as contrasted with a

product code, i.e., a transaction code being something that uniquely identifies the

transaction in which one or more items were purchased that had one or more rebate offers

associated therewith, and a product code being something that uniquely identifies a

specific rebatable item being purchased in the transaction. As stated by the examiner at

the time of allowance:

> The code generated in the closest prior art Finsterwald (US 6,039,244) and
> Fajkowski (US 6,905,246) equated to a rebate code, not a transaction code..
> . . Therefore, Finsterwald and Fajowski, either singularly or in
> combination, fail to anticipate or render obvious sending a transaction code.
> Therefore, the examiner considers the novel feature of the invention to be
> submitting a transaction code to the rebate center instead of a rebate code.

It is clear that the examiner expressly recognized the distinction between a code

that identified a transaction and a code that identified a specific item purchased in such a

transaction.

There are several important ramifications in the prior art use of product codes to

request a rebate. For example, if multiple units of a product/service with which a rebate

are purchased in a single purchase transaction, the customer is required to separately

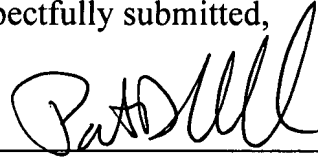communicate with the data collecting station or fulfillment entity with respect to each of

the units purchased. In other words, each purchase of a product/service with which a promotion is associated is treated as a separate "rebate" transaction.

In contrast, the identification of the purchase transaction by the customer, rather than the plurality of individual product/services contained within the purchase transaction, provides significant benefits. Among these benefits is that the amount of data which must be transferred and processed is reduced, greater participation by purchasers can be expected where the submission is made easier, there is inherently less opportunity for error in the communication of less data, processing time is reduced, and the processing of less data per purchaser submission increases the capacity of the data processing system, all of which can be expected to increase user satisfaction and reduce the cost of the program.

Each of the newly added independent claims requires that a transaction code identifying the purchase transaction be provided to the purchaser. This transaction code is subsequently submitted by the purchaser with a rebate claim and is used to validate the applicability of the rebate. This feature of using a transaction code instead of a product code is not found in the art previously cited by the examiner. Allowance of the newly added claims is requested.

Applicant submits herewith a terminal disclaimer based on the double patenting rejection over the applicant's U.S. Pat. No. 6,748,365 and a terminal disclaimer based on the provisional double patenting rejection over U.S. App. Ser. No. 10/098,948.

Respectfully submitted,

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